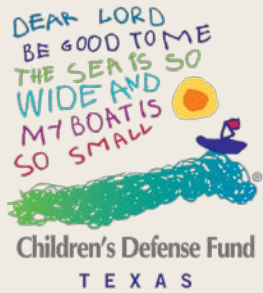


Children's Defense Fund
TEXAS

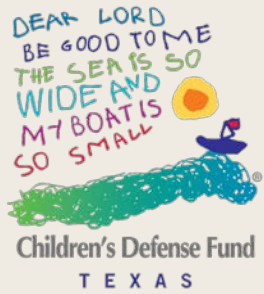
Supporting Successful ACA Implementation

August 13, 2013



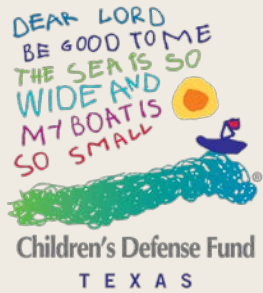
To have successful implementation of ACA:

- 1) People need to get enrolled
- 2) People need to hear about the positive experiences of others
- 3) Stakeholders need the ability to troubleshoot issues quickly as they arise



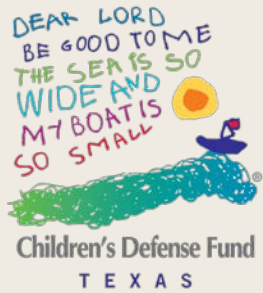
Why are high take up rates important?

- Affordability!
- Perceived success



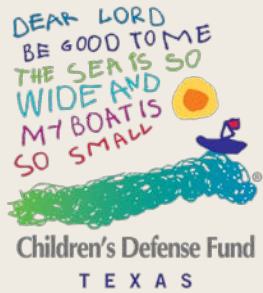
How can we all help people get enrolled?

- Champions for coverage checklist
 - Tell your supporters/networks about enrollment
 - Post Widget on your website
 - Include positive stories about coverage in your newsletter
 - Encourage others to become Champions for Coverage
- Getting out the message – including the children's message



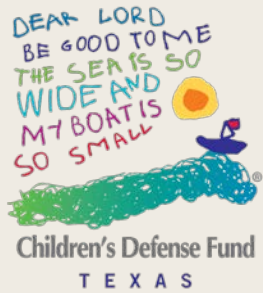
Key Messages for 2014

- #1 Millions of Texans can get affordable coverage in the new insurance marketplace.
- #2 Children have a clear path to coverage. Let's get them enrolled!
- #3 Texas leaders need to fix the coverage gap and ensure that Texans at all income levels have access to affordable healthcare coverage.



Special Note on Children

- Most universal message we have!
 - Will help get people connected with system, especially those in the coverage gap.
- Keep an eye out for developing resources:
 - **Info for parents about open enrollment for their kids** → almost all children covered, we need to get them all enrolled, parents of children on CHIP also have new coverage options.
 - **Info on improvements to CHIP and Medicaid** → elimination of stair step coverage, no more asset tests, 12 month renewal, Medicaid as good as CHIP.
 - **Outreach resources with kids message** → email template, flyers for parents, etc..



Publicizing positive interactions with the ACA

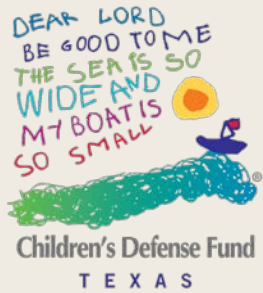
Share stories!!!

Types of stories

- People who have a **positive experience getting coverage** through the marketplace.
- People who are **left without coverage** and would have been covered through the Medicaid expansion.
- Parents who **enrolled their previously uninsured children in CHIP and Medicaid**.

Where to find stories – Ask people to share the story with you...

- Ask your **supporter network** for stories in your newsletter or email communications
- Ask for stories at **events and check-in counters**.
- **Make a column on your sign-in sheet** or when people sign-up for your website



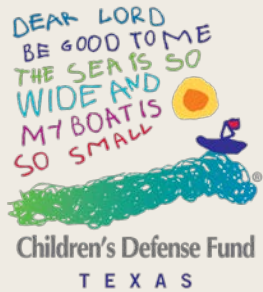
Publicizing positive interactions with the ACA

What to do with the stories you collect:

- Keep them in a **database**
- **Tell us** you have stories
- **Always call the family first to confirm their interest** before giving out their information.

If you can find stories but, don't have the capacity to manage them:

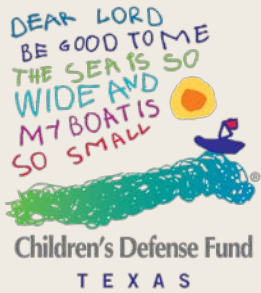
- Email the family's name and phone number to lguerracar@childrensdefense.org. Mark **STORY** in the subject line.
- Ask people to share their stories through <http://facebook.com/KidsWellTexas>
- Ask people to go to <http://texaswellandhealthy.org/action/> and indicate they have a story to share.



Publicizing positive interactions with the ACA

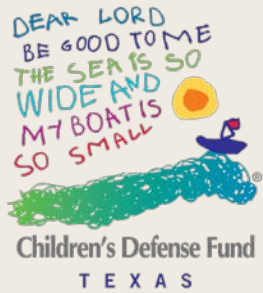
Easy ways to share stories through Social Media

- Connect with your partners/members/customers through official Marketplace social media channels to share their stories:
 - On Facebook
 - [Facebook.com/HealthCare.gov](https://www.facebook.com/HealthCare.gov)
 - [Facebook.com/CuidadoDeSalud.gov](https://www.facebook.com/CuidadoDeSalud.gov)
 - <http://facebook.com/KidsWellTexas>
 - On Twitter:
 - [@HealthCareGov](https://twitter.com/HealthCareGov)
 - [@CuidadoDeSalud](https://twitter.com/CuidadoDeSalud)
 - [@TXWellHealthy](https://twitter.com/TXWellHealthy)



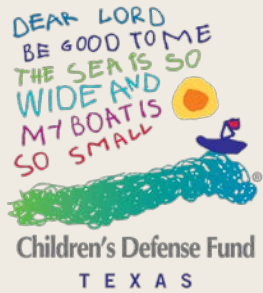
Troubleshooting issues as they arise:

- Statewide enrollment calls hosted by Enroll America
- Regional calls, highly recommended
- Contact state, feds, advocates when problem arises



Expected and Potential Bumps in the Road

- Family glitch
- Potentially...the Interaction between Texas HHSC eligibility systems and the FFM



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Step Forward for Children